

Agenda for FACA Meeting #4 - April 16, 2009

CCSP Unified Synthesis Product: *Global Climate Change Impacts in the United States* *U.S Climate Change Science Program Office*

**1717 Pennsylvania Ave, NW, Washington, DC 20006.
Suite 250, Conference Room A**

- 8.00am - Sign in and public comment period
- 8.30am - Introduction -- Tom Karl
 - Goals of the meeting
 - Status and timing of the USP release
- 8.45am -9.30am - Brief discussion of the components of the rollout day/week/month (short-term 'push') – Jerry Melillo, Moderator
 - Press conference
 - Hill briefing
 - Interviews of authors throughout first week/month (continuing radio and video spots)
 - Roundtable telecon with broadcast meteorologists, key stakeholder groups
- 9.30am-10.30am - Detailed discussion of 'release day' – Susan Hassol, Moderator
 - Discussion of what's new in the USP and the key messages (*editorial team to come in with some starting 'bullets'. Group to discuss big missing items*)
 - What material we need to support the press briefing (e.g., press release, brochure on key findings, FAQs of what's new)
 - Discuss using regional and/or sectoral sections as stand-alone brochures. (DVD of b-roll, and sound bites?)
- 10.30am Break
- 10.45-12.30pm and into lunch - Media engagement session. Hunter Cutting (Resource Media) and Scott Smullen (NOAA) to lead
- 12.30-1.30pm - Lunch (continuing media engagement)
 - Initial Hill briefing on the USP on release day, then initiate a Hill briefing series for the next 6-12 months on different elements contained in the USP - invite speakers from the SAPs and USP to cover specific topics.
 - Agencies to identify appropriate speakers (regional and sectoral experts) for both short and long-term outreach

- 1.30pm - Discussion of Interagency Coordination and Congressional Briefing Plans
Introduction -- Tom Karl

Group discussion moderated by Peter Schulz (USCCSP), Eileen Shea (NOAA), and Jonathan Kelsey (NOAA), with agency participation by phone or in person:

- Discuss possible interviews with agency representatives resulting from/extending out from USP to highlight SAPs.
 - Possible Congressional briefing series for the next 6-12 months on different elements contained in the USP - invite speakers from the SAPs and USP to cover specific topics including links to existing briefing series (e.g., AMS)
 - Regional meetings and engagement (e.g., 2009 Hawaii Conservation Conference)
- 3.30-3.45pm Break
- 3.45pm-4.30pm – Longer-term Plans for Outreach and Communication
 - How can we maximize initial rollout?
 - Plans to use other outreach avenues and organizations and leverage education initiatives (e.g. Climate Central, Resource Media, NEEF (National Environmental Education Foundation), AMS, AGU etc.
 - Climate education and literacy programs/initiatives
- 4.30pm-5.15pm - Action items and wrap up – Tom Karl
- 5:15pm Adjourn